

The City of Buckeye Logo License Terms & Conditions

The City of Buckeye logo is the sole and exclusive property of the City of Buckeye. The logo may be used only as the City determines. The City will permit use of the logo if and only if such use is made pursuant to the terms and conditions of this limited and revocable license. Any failure by a user to comply with the terms and conditions contained herein may result in the immediate revocation of user permissions, in addition to any other sanctions imposed by city management or as may be permitted under Arizona and federal law. The interpretation and enforcement (or lack thereof) of these terms and conditions, and compliance therewith, shall be made by the City of Buckeye management in its sole discretion.

Who can use the City of Buckeye logo?

City employees in good standing as described in the employee handbook may use the logo on their printed or digital materials after approval from the city marketing department. The logo may also be used by outside vendors and media as long as the logo and the usage have been approved first by the city marketing department. The logo can only be used by those mentioned above in its entirety without compromising the integrity of the logo.

How can the City of Buckeye logo be used?

The logo may be used in a professional manner on employee business cards, stationery, literature, advertisements, web site, and any other printed or published items provided that this use has first been approved by the city marketing department, notwithstanding the foregoing, the logo may NOT be used in any of the following ways:

- on any name-brand product as an endorsement of that product;
- in any manner that, in the sole discretion of the City of Buckeye, discredits our city or tarnishes its reputation and goodwill;
- in any material that is false or misleading;
- in any material that violates the rights of others;
- in any material that violates any law, regulations, or other public policy;
- any use of the logo that might be reasonably construed as an endorsement, approval, sponsorship, or certification of any business or organization, or outside products or services, or that might be reasonably construed as support or encouragement to purchase or utilize outside products or services.

The prohibitions above are not an exclusive listing and may be expanded at any time.

Colors

The logo may only be used in the below color formats:

The lower "mountain" is in a color named Burnt Orange and is PANTONE Orange 021C
The higher "mountain" design is in a color named Sedona Red and is PANTONE 1805 C
The letters are in Grey and are 70% Black

CMYK Values:

Burnt Orange: C=0 M=80 Y=95 K=0

Sedona Red: C=15 M=100 Y=90 K=10

Rules for Using the Logo

You must observe all of the following rules when using the logo:

- Use only the approved digital artwork. Never re-typeset the logo.
- Never reproduce the logo in colors other than the approved colors listed above.
- Never outline the logo.
- Never distort the logo. Always scale it proportionately in the same aspect as it was provided.
- Never place any graphic devices around the logo (such as a holding box) that could be interpreted as part of the logo.
- Never place the logo on a color background without sufficient contrast.
- Never place the positive version of the logo on a dark background.
- Never place the logo on a cluttered background. Make sure that the background ensures good legibility. The preferred background color for the full-color logo is white.
- Never reproduce the logo smaller than 0.75 inch width.

Where to get the logo

City employees may access the following to obtain the logo: Shared drive > shared documents > NEW city logo. There are also a grouping of pre-approved templates for City employee use under shared drive > shared documents > city templates. These templates include letterhead, internal memos, note cards or thank you notes, PowerPoint presentations and business cards. City employees may not provide the logo to outside vendors or media without approval of the City marketing department and outside vendors should be encouraged to contact the City marketing department directly.

Compliance

Use of the logo shall create no rights for users in or to the logo or their use beyond the terms and conditions of this limited agreement. The logo shall remain at all times the sole and exclusive intellectual property of the City of Buckeye. Buckeye shall have the right, from time to time, to request samples of use of the logo from which it may determine compliance with these terms and conditions.

Without further notice, the City of Buckeye reserves the right to prohibit use of the logo if it determines, in its sole discretion, that a user's logo usage, whether willful negligent or merely inadvertent, is not in strict accordance with the terms and conditions of this agreement, otherwise could discredit the City of Buckeye or tarnish its reputation and goodwill, or that the employee is not in good standing. Employees, outside vendors and media agree to immediately take such action as the City of Buckeye should request, including the immediate removal of the logo or revision of the materials upon which the logo is displayed. Outside vendors and media using the logo will bear full responsibility for any costs associated with the actions required by the City of Buckeye in removing the logo or revising the materials.

Any questions concerning use of the logo or the terms and conditions of this agreement should be directed to the Marketing and Communications department.